



The *EducationUSA* Fair is an event organized by the **EducationUSA Advising Centers** in Chile, Peru, Argentina, and Brazil – all affiliated with the US State Department and committed to promoting higher education in the USA. We have organized, promoted and participated in international fairs for many years, and we encourage you to take part in a unique recruiting opportunity that will give your institution maximum exposure to highly qualified South American students interested in pursuing studies in the US.

Why the *EducationUSA* Fair?

The event is the only EducationUSA circuit in South America, covering the four major countries that boast the highest concentration of potential students. For a nominal fee, it provides you with a great opportunity to make a head start on your recruiting at a time when students are most alert to events of this nature. While you certainly can send any representative of your choosing to attend your stand, should you decide to participate but cannot attend in person, we will contract and train local alumni and/or staff to work as your representative at the fair. This will mean considerable savings to you in terms of airfare, hotel and meal costs. We will also assume the cost of hiring the local representatives. This is an exclusive offer that we are able to extend to you as EducationUSA Advising Centers. We are proud to announce that our Fair sponsors are the US State Department (Educational Information and Resources Branch), the US Embassies in Chile, Peru, Argentina and Brazil, the Ministries of Education, the Fulbright Commissions, the American chambers of Commerce, and other governmental agencies.

EducationUSA Fair 2008 Dates:

Santiago, Chile:	September 1 - Monday
Lima, Peru:	September 3 - Wednesday
Buenos Aires, Argentina:	September 5 - Friday
Rio de Janeiro, Brazil:	September 8 - Monday
São Paulo, Brazil:	September 9 - Tuesday
Curitiba, Brazil:	September 11 - Thursday

At least four workshops will be held during each fair, to include:

(i) “Intensive English and Certificate Courses in the USA”, (ii) “Undergraduate Study in the USA,” (iii) “Selecting and Financing Graduate Programs of Study in U.S. Universities,” and (iv) “Fulbright Commission Scholarships for Study in the USA”. All workshop presentations will be enhanced by power point technology and include information on test preparation and 2008 test centers and procedures for the TOEFL, SAT, GRE and GMAT exams.

Hotels

A list of hotels will be sent to those who enroll. Accommodations will be made at 5 star hotels with consulate rates in most cities.

Flights

We can assist with domestic flight reservations within Brazil for those who request it.

Registration

To reserve your space and take advantage of a [10% early registration discount](#), please let us know of your interest in this proposal [by July 1st, 2008](#). Space is limited and is provided on a first come, first served basis. You can register by completing and signing the contract below, and forwarding it to us by **fax at: (55-21) 2294-1177**.

Wishing you the best for your university's success in 2008,

The EducationUSA Fair Organizers

EDUCATION USA FAIRS 2008
UNIVERSITY AND EXHIBITOR CONTRACT FORM

Please send the completed and signed form to the following fax number: (55-21-2294-1177)

Dates and Locations of the Fair

This is a closed circuit, by enrolling you agree to be present or have representation in each city.

Santiago, Chile:	September 1
Lima, Peru:	September 3
Buenos Aires, Argentina:	September 5
Rio de Janeiro, Brazil:	September 8
São Paulo, Brazil:	September 9
Curitiba, Brazil:	September 11

USA University Exhibition Fee USD \$6,600.00

Fee includes the cost of hiring local representatives (if requested).

10% discount available if contract is signed and received before July 1st 2008.

Payments must be made in full before August 1, 2008.

Total = _____

Contact Name: _____

Representative(s) at Fairs(s) _____

University / Organization: _____

Address: _____

City _____ State _____ Tel: _____

Fax _____ E-mail _____ Date _____

Signature: _____

This application is made in compliance with the rules and regulations of the *EducationUSA Fair Organizers*, as explained in detail below.

Contact in Chile: Claudia Carrillo, Instituto Chileno Norteamericano de Cultura
Tel. (562) 677 7157 – 677 7127 Fax (562) 6985999, claudia@norteamericano.cl

Contact in Peru: Gail Brown, Instituto Cultural Peruano Norteamericano
Tel: (511) 706-7074, Fax (511) 706-7059, gbrown@icpna.edu.pe

Contact in Argentina: Shanna Palmer, Instituto Cultural Argentino Norteamericano
Tel: (54 11) 5382-1526, Fax (54 11) 5382-1520, spalmer@icana.org.ar

Contact in Brazil: Rita Moriconi /Andreza Martins, Fulbright Commission Rio de Janeiro
Tel (55 21) 2294-1177, Fax (55 21) 2511-7291, rita@fulbright.org.br; andreza@fulbright.org.br
Thais Pires / Associação Alumni - São Paulo Tel (55 11)3067-2916 Fax (55 11) 3067-2936, thaispires@alumni.org.br
Areta Galat / ECE UNIFAE – Curitiba Tel (55 41) 2105-4444 Fax (55 41) 2105-4445, aretagalat@fae.edu

The *EducationUSA Fair* Organizers will:

- a) Contract and reserve the Fair venues in each city. All fairs will be scheduled from 4 pm until 9 pm to reach both high school and university students, their parents, and local professionals seeking graduate or intensive English study. The exhibitors can set-up their tables and materials from 3.30 pm until 5 pm and remove their materials from 9pm until 10pm on the day of the fair.
- b) Contact and invite USA universities that offer graduate, undergraduate and intensive English programs.
- c) Display and distribute specific university program and admissions materials at each table. Each university will be requested to deliver to the fair organizers, materials that represent the entire array of programs at their specific institution. The boxes with materials must be received at least two weeks before each fair.
- d) Schedule visits to local high schools so representatives can meet with students and/or school officials. Those who sign up for school visits will be expected to attend.
- e) Contract and train local alumni and others to work as representatives at the tables for the participating universities that do not send their own representatives. Each university or exhibitor may contact local alumni of the university in the area to represent it at the fair or the university can send its own representative to attend the table and distribute its materials at the fairs.
- f) Arrange exhibit hall and workshop presentation facilities for the events.
- g) Arrange Media Promotion/Advertising, campaigns in local newspapers, magazines, web sites and e-magazines, radio, local businesses, universities, high schools, professional institutes and educational agencies, etc.
- h) Advertise and promote on the Web Pages and in Newsletters of the bi-national centers, and international educational agencies.
- i) Place posters in local bi-national centers, universities, high schools and other select locations throughout the specific region.
- j) Deliver mail-outs / e-mail invitations to known students and professionals, advising center program members, universities, professional institutes, high schools, and other interested parties listed in the advising centers' databases.
- k) Present a minimum of four workshops during each fair, to include:
 - (i) "Intensive English and Certificate Courses in the USA", (ii) "Undergraduate Study in the USA" (iii), "Selecting and Financing Graduate Programs of Study in U.S. Universities" and (iv) "Fulbright Commission Scholarships for Study in the USA". All workshop presentations will be enhanced by power point technology and include information on testing preparation and test centers and procedures for the TOEFL, SAT, GRE and GMAT exams.
- k) Register the people who attend and create databases on the attendees, with specific demographic and preferences data.
- l) Prepare a questionnaire and evaluation for fair attendees.
- m) Follow-up with represented university programs on fair attendee contacts. The university will be provided with a list of all fair attendees. A written report on the fair's overall success will also provided upon request.
- n) Follow-up with U.S. and Chilean, Peruvian, Argentine and Brazilian universities who expressed interest in linkage agreements and Exchange programs.

Note: All *EducationUSA Fairs Organizers* in the countries of Chile, Peru, Argentina and Brazil will provide services for their respective Fairs similar to those services described above.